2/24/87 A 9095-2

REPORT OF December 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	204.1	+ 9.1	+ 4.7			
1985	195.0	- 78.7	- 28.8			
1984	273.7					
CUMULATIVE						
1986	4288.2	- 324.1	- 7.0			
1985	4612.3	+ 230.3	+ 5.3			
1984	4382.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	469.0	+ 120.5	+ 34.6			
1985	348.5	+ 292.6	+ 523.4			
1984	55.9					
CUMULATIVE						
1986	5182.1	- 463.1	- 8.2			
1985	5645.2	+ 566.1	+ 11.2			
1984	5079.1					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH December 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	357.4
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	384.4
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	365.2
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	431.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	470.4
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	423.3
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	59.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	69.7
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	45.1
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1387.1
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1535.1
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1454.4

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 DEC. 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Empire of Carolina
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kransco Mfg., Inc.
Lego
Lionel
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Power Wheels
Playmate Toys
Pressman Toys
Processed Plastic
Proll Toys
R. Dakin
Roadmaster
Sanitoy
Skilcraft
Steven
Strombecker
Tomy
Tonka
Tyco

Note: Nu-Cushion, CBS Toys, TSR, Inc., and Revell are no longer submitting figures.

Figures for Wham-O are now included in Kransco's figures.

Figures for Leisure Dynamics are now included in Coleco's figures.

Figures for Schaper are now included in Tyco's figures.

Not Participating: Placo

JAN

1987

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JANUARY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	174.3	16.2	+10.2			
1986	158.1	-61.3	-27.9			
1985	219.4					
CUMULATIVE YTD						
1987	174.3	16.2	+10.2			
1986	158.1	-61.3	-27.9			
1985	219.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	638.6	-189.2	-22.9			
1986	827.8	-445.7	-35.0			
1985	1273.5					
CUMULATIVE YTD						
1987	638.6	-189.2	-22.9			
1986	827.8	-445.7	-35.0			
1985	1273.5					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

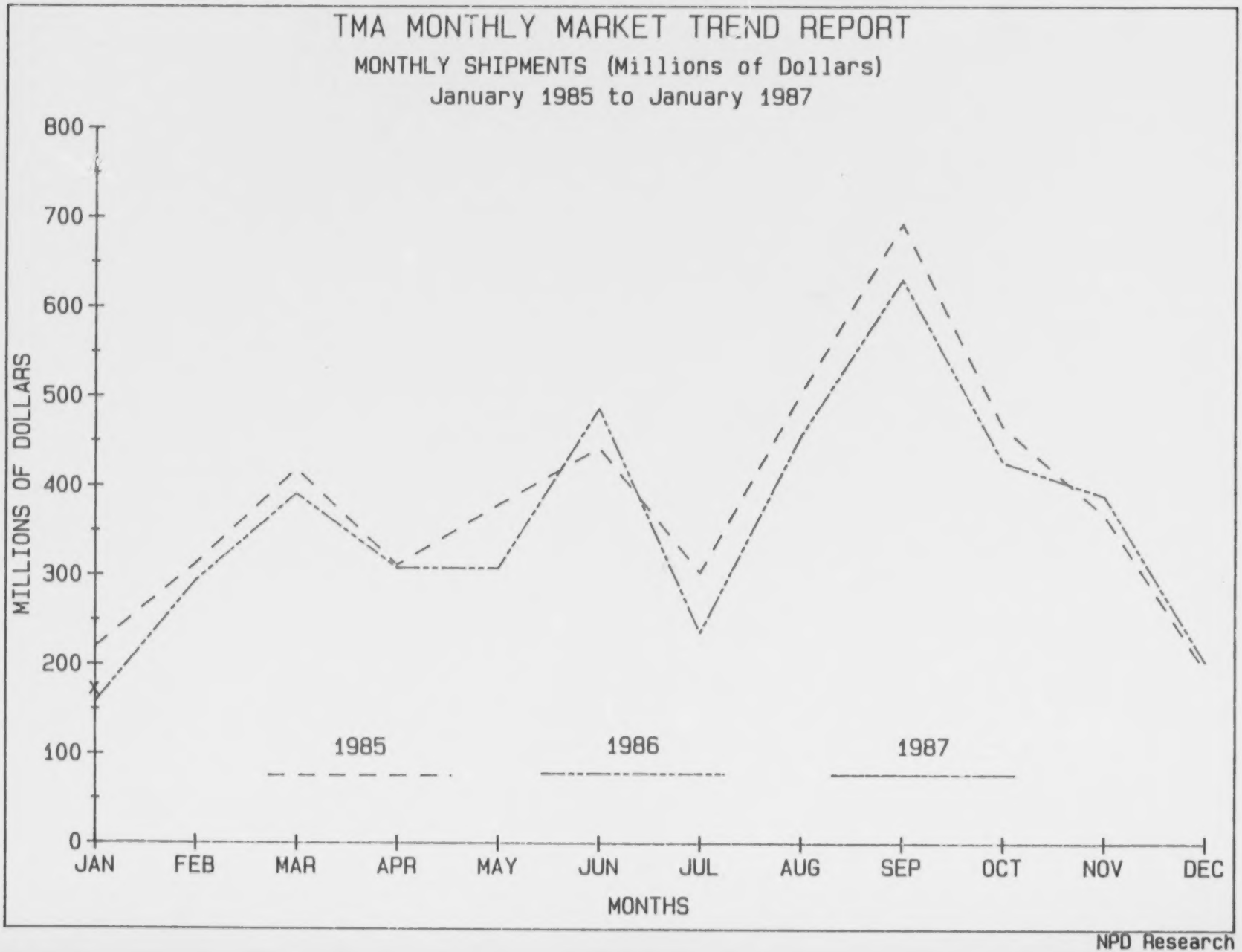
DOLLAR TREND BY MONTH JANUARY 1987

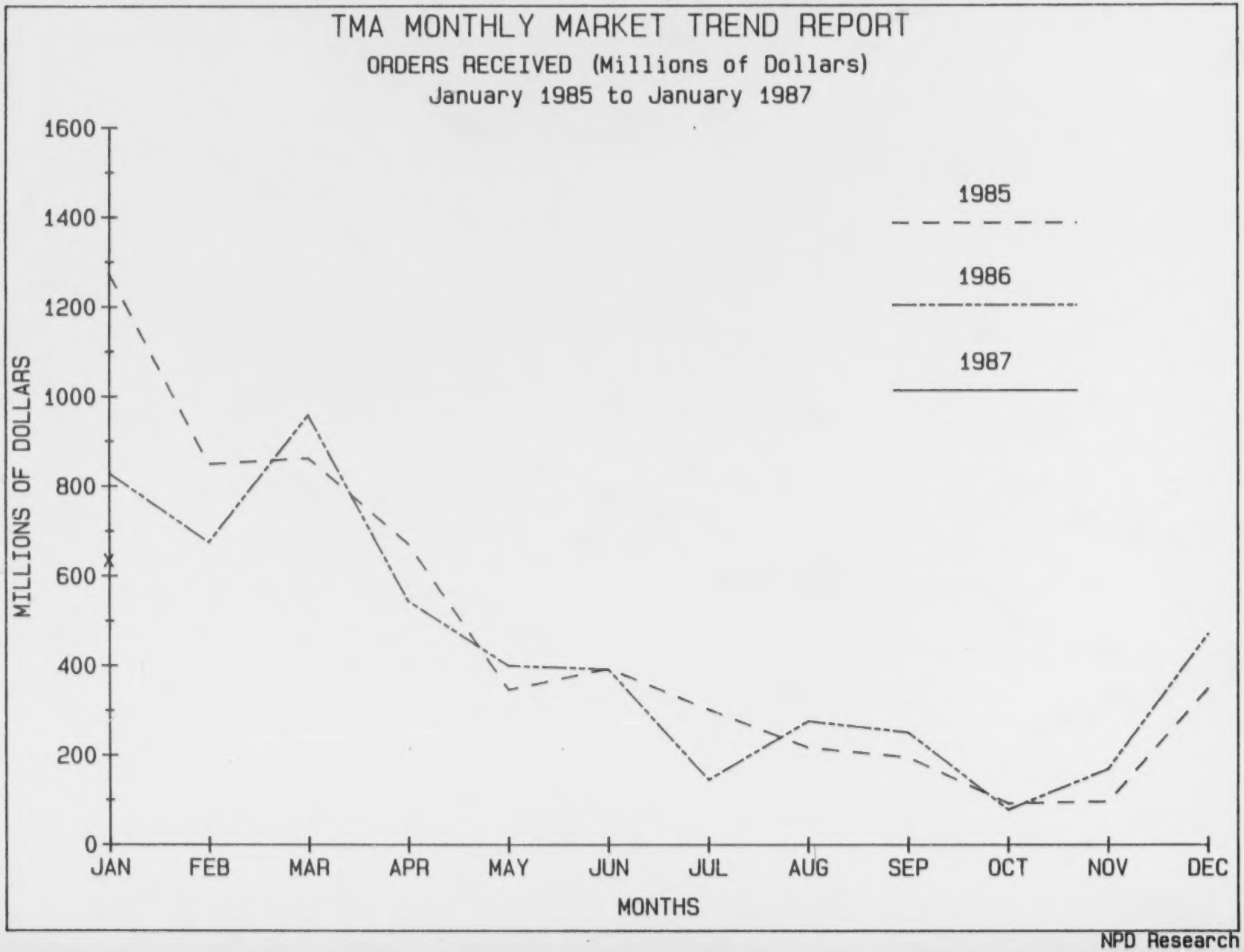
(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1987 MONTHLY	174.3												174.3
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	158.1
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	219.4
1987 CUMULATIVE YTD	174.3												174.3
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	158.1
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	219.4
ORDERS RECEIVED*													
1987 MONTHLY	638.6												638.6
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	827.8
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.9	1273.5
1987 CUMULATIVE	638.6												638.6
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	827.8
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	1273.5
CANCELLATIONS													
1987 MONTHLY	14.6												14.6
1986 MONYHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	17.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	18.9
ORDERS ON HAND (END OF MONTH)													
1987	843.9												843.9
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1026.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1222.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

Compiled By:
The NPD Group


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 to January 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 to January 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 44 - JANUARY 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES		X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO		X
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X		POWER WHEELS	X	X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTIC	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X		R. DAKIN	X	X
DOLLY TOY	X	X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SCG TOY	X	
ERTL	X	X	MONOGRAM	X	X	SKILCRAFT	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STEVEN	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	STROMBECKER CORP	X	
HASBRO	X	X	PARK PLASTICS	X	X	TONKA	X	X
						TYCO	X	X

NOTE: OF THE 45 COMPANIES THAT REPORTED IN JANUARY 1987:

FIGURES FOR TOMY ARE NOW INCLUDED WITH COLECO.
FIGURES FOR SCHAPER ARE NOW INCLUDED WITH TYCO.

BACHMANN INDUSTRIES AND PLACO ARE NOT PARTICIPATING THIS MONTH.

EFFANBEE IS NO LONGER SUPPLYING FIGURES.